## Title: Why do Transportation Agencies Adopt ITS? Join the conversation and share your experiences with the ITS Evaluation Program

Date and Time: Thursday, June 7, 2012, 1:00 pm ET

**Duration:** 90 minutes

Cost: Free

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## **Webinar Overview**

Why do some Intelligent Transportation Systems (ITS) innovations, such as electronic tolling, experience early success and rapid deployment, while other technologies with known benefits such as emergency vehicle preemption seem to lag behind? How do peer networks influence the decision to deploy ITS technologies? What are the key factors leading an agency to expand, maintain, contract or even cancel ITS projects?

The U.S. Department of Transportation wants to hear about your experiences in deploying ITS -both the successes and challenges. Understanding the motivating factors for adopting and deploying ITS technologies is critical for moving to the next generation of ITS and beyond to the connected vehicle environment of the future.

In this interactive webinar hosted by Marcia Pincus of the U.S. Department of Transportation's (USDOT) ITS Evaluation Program, the presenters will highlight the factors involved in ITS decision-making using examples from the field and take your questions. We invite you to send us your examples in advance so we can refer to them during the webinar. Your participation will help shape policies and activities at federal and state levels to assist agencies in adopting and deploying ITS.

To register for this webinar, or for more information, including speaker bios, click here: http://www.pcb.its.dot.gov/t3/s120607\_its\_eval.asp.

Once you are registered, you will receive a confirmation email message with instructions on how to join on the day of the webinar.

For questions about the webinar, please contact the T3 Webinar Program at T3@dot.gov.

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